

MORE THAN 25 MILLION UNIQUE PANELISTS GLOBALLY

Superior project management that ensures online project success



GENESYS



WE ARE THE SAMPLING EXPERTS

ONLINE SAMPLE

Marketing Systems Group's global network of panel partners are comprised of more than 25 million unique panelists. This allows us to offer more thoughtful insights and scalable solutions for consumer, healthcare and business-to-business studies of all sizes. Our goal is to utilize the most appropriate, highest quality panel for your project specifications, while still maintaining timeliness and cost efficiency.

Marketing Systems Group's exclusive network utilizes "best-in-class" technology which ensures that only unique, qualified, and reliable respondents make their way into your study. Each panelist contains various data points that can be targeted and pre-screened to better custom tailor your audience.

MSG's team of sampling experts work hand-in-hand with each panel partner taking on-line survey research to the next level. We administer a full engagement solution empowering our clients to reach new heights in their research. Our extensive off-line capabilities can be merged together to produce a robust multi-frame sampling alternative that advances on-line survey research. The pool of possible respondents meeting specific criteria for a study can be expanded and self-selection bias can be reduced while increasing response rates by offering multiple modes for responding.

MSG is the choice survey research partner for all your sampling needs whether online, offline or a mixture of both.

FAQS ABOUT MARKETING SYSTEMS GROUP'S ONLINE SAMPLE



HOW WILL MSG ENSURE DATA INTEGRITY WITH USE OF MULTIPLE PANELS?

A multitude of systems have been put in place including “best-in-class” technology to guard against fraud and professional panelists.

This allows us to offer “large firm” feasibility coupled with “small firm” service, including a dedicated project manager who works closely with the client throughout the project.



DOES MSG OFFER PROGRAMMING AND HOSTING?

Yes, we offer programming and hosting through a group of trusted partners.

We match your needs with the most efficient solution and provide you with an end-to-end single point of contact for your study.



WHAT TYPE OF WEEKEND AND AFTER HOUR SUPPORT DO YOU HAVE?

Our project management team is available by phone and email every evening and weekend to handle your needs.

Advanced technical support is always available during normal business hours.



DEDICATED PANELS

- Consumer
- Business (B2B)
- Hispanic
- ITDM
- Ailment
- Medical Professionals
- Millennials
- Teens
- Tradesmen
- Gamers



SECURITY MEASURES

- Relevant ID
- Digital Fingerprinting
- Distill (Software)
- GEO IP Proximity Detection
- Active User Validation
- Unique IDs

With 30 years experience as a market research industry leader and over 10 years supporting online projects, MSG has the knowledge to make your online study a success.